1. MODULE SUMMARY

Aims and Summary

This single module focuses on the key skills that are employed when producing content for the creative media industries. The module takes students through the production process, working to a deadline and finally delivering the required product to a professional standard. Students work as a team to produce a group media project to deadline for exhibition/ screening, under the direction of module staff. There is strong emphasis on the principles of the practical and technical skills and processes of media production, conventions and techniques of production, postproduction, editing/selection, developing the story/theme, finishing and presentation, promotion and dissemination. Other key themes include the importance of understanding and tailoring the product to a specific target audience, including local, regional and also specialist outlets of dedicated publication/broadcast and network programmes.

Module Size and credits

Module size	Double
CATS points	20.0
ECTS credits	10.0
Open/Restricted	Restricted
Availability on/off campus	On Campus only
Total student study hours	200
Number of weeks	12
School responsible	School of Art and Design
Academic Year	1-Aug-2014

Entry Requirements (pre-requisites and co-requisites)

Registration on the Postgraduate Certificate, Diploma or MA in Media production

Excluded Combinations

None

Composition of module mark (including weighting of components)

80% Project and 20% Coursework

Pass requirements

Project must be at least 35% and Coursework must be at least 35% and Module Mark must be at least 40%

Special Features

N/A

Course stages for which this module is mandatory

- ADT042 MA Stage 1 Media Production

Course stages for which this module is a core option

None

2. TEACHING, LEARNING AND ASSESSMENT

Intended Module Learning Outcomes

On completion of this module the student should be able to:1.   Apply relevant media production, planning, organisation, development and realisation skills to the completion of a broadcast, exhibition, or online product; 2.   demonstrate appropriate levels of competence in specific media technologies, awareness of audience and appropriate production, post-production etc. skills;3.   Demonstrate an appropriate understanding of the professional practices and conventions found in the specific areas of the media industries: Video and TV industries, radio, narrow- and broadcast, photography and digital imaging, and/or Web multimedia formats ;4.   Demonstrate appropriate understanding of the evolving nature of media production with reference to particular skills now required to satisfy the demands of convergence of media technologies; 5.   Demonstrate the ability to evaluate key professional practices and production processes in specific contexts of media productionAll the above outcomes are consistent with NICAT Level descriptors

Indicative Content

The following will be addressed through informal lectures and seminars, where students will present -in groups- their own ongoing research and development work.Case studies: Research and development methodologies and strategies for project completion and their implication on media practice, ·   Understanding of the contexts of research and development for practice·   Identifying funding sources and dealing with applications ·   Undertaking production development and planning ·   Evaluating your own and others creative practice·   Testing/prototyping and reviewing - test shoots and walk-throughs ·   Moving towards thoughtful and effective implementation and realisation of the proposal · Showreels/portfolios and professional development

Teaching and Learning

The key techniques, skills and processes are introduced through informal lectures. These are then explored through workshop sessions. Students are also supported through formative feedback on work produced during these sessions. Students are expected to undertake extensive self-directed research and study beyond the reading lists provided for their assignments.

Student activity and time spent on each activity comprises:

Lecture	10 hours	(5%)
Self guided	150 hours	(75%)
Seminar	10 hours	(5%)
Workshop	30 hours	(15%)
Total	200 hours	

Method Of Assessment (normally assessed as follows)

A small group (c. 5/6) project, developing and realising a given brief.An Individual reflective report of 1000-words, critically evaluating the strengths and weaknesses of the group project,

including the work carried out by student and/or others in this module.The intended learning outcomes will be assessed as follows

Group Project (80%)   LO1   LO2   LO3   LO4

Reflective report (20%)   LO3   LO4   LO5
Reassessment by re-submission of the appropriate item/s of coursework.

Date of last amendment

12/02/2014
3. MODULE RESOURCES

[Click here to access the module reading list via the University's Resource Lists system.](#)

Required Equipment

N/A
4. MODULE ORGANISATION

Module leader

Name	Mr C Stewart
Telephone number	02477 65 7485
E-mail	aa6538@coventry.ac.uk

Length and month of examination

None
Common Exam(s)

None
Exam Equipment Required

None
Expected teaching timetable slots

Note that some tutorials/seminars may be provided at times other than those shown below. Timetable information should be verified with the School responsible for the module

No timetable information available

Subject Quality and Approval information

Board of Study	Media and Communication
Subject Assessment Board	Media Communication Postgraduate
Shortened title	DEV & REAL
Date of approval by BoS	6-Feb-2013